



Application No. 08/697,542
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scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information.

~~46.~~ The method for scheduling advertisements of claim 45 wherein the advertisement is scheduled to be presented within a predetermined time after the at least one aspect of the content of the information.

~~47.~~ The method for scheduling advertisement of claim 45 when the information label specifies at least a level and type of content related to sex or violence, and wherein the advertisement is scheduled to be presented within a predetermined time after the determination of sex or violence in the information.

~~48.~~ A method for selecting a local information label for at least one user comprising the steps of:

storing a local information label associated with said at least one user;
identifying said at least one user based upon recognition of the voice, finger print or other physical feature of said at least one user; and
selecting a local information label based upon the identification of said at least one user.

~~49.~~ A method for compiling a history of information use for an individual user comprising the steps of:

receiving at a user location information which is associated with an information label that specifies at least one aspect of the content of the information; and storing information about the received information in association with the identify of the user in response to the information label associated with the received information to compile a history of information use for the user.

~~50.~~ The method of claim 49 comprising the additional steps of presenting to the user a menu of information based upon the stored history of information use.

~~51.~~ The method of claim 49 comprising the additional step of receiving information based upon the stored history of information use.

~~52.~~ A method of forming a local information label at a user location comprising the steps of:

receiving at the user location information which has associated therewith information label related to content of the information;

generating an indication that the user finds the information acceptable or unacceptable; and

creating a local information label based at least in part upon the information label associated with the received information in response to said indication.